

Your Travel Guide

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Download your travel guide

GOSS
GuideME

Your travel pack Your outbound journey Region Guide

Region Guide

“ GOSS GuideME gives customers all their travel information in one handy document. As well as providing essential service information, it presents us with an opportunity to cross-sell and up-sell our products and services. ”

MATTHEW RANDLE, INTERNET SERVICES MANAGER, BRITANNY FERRIES

A PERSONALISED TRAVEL DOCUMENT FOR EVERY CUSTOMER

Provide a VIP concierge service to your customers by sending them a rich and personalised brochure and itinerary after each booking.

With GOSS GuideME, you can send every customer an all-in-one electronic travel document that includes information not just about their booking, but also about their itinerary, destination, things to do and see once there, and places to stay on the way. Customers can create their own itineraries to include in the document, and you can add personalised offers to increase post-booking sales.

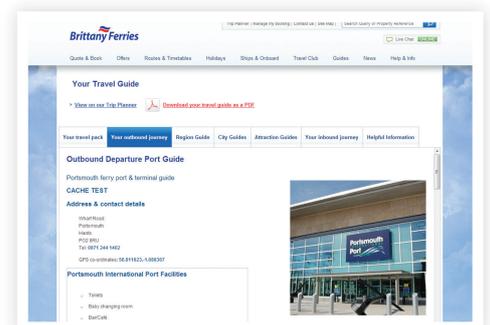
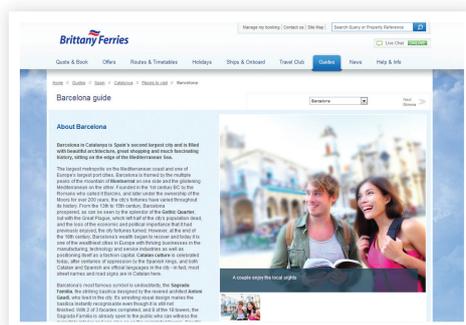
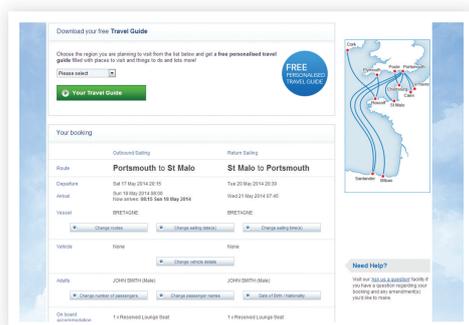
A personalised travel document created with GOSS GuideME will make life easier for your customers and keep them coming back for more.

Benefits to your customers

- ▶ Rich, personalised content
- ▶ Tailored offers and discounts
- ▶ Viewable as web page or PDF
- ▶ Mobile-friendly document

Benefits to your business

- ▶ Provide a VIP concierge service
- ▶ Increase loyalty and share of wallet
- ▶ Eliminate print and postage costs
- ▶ Stay contact ahead of the competition



Introducing GOSS GuideMe

Providing customers with rich, personalised travel information is an essential part of any holiday concierge service. After every booking, GOSS GuideME will dynamically create a personalised travel document for your customer, and email it to them ready for viewing on a desktop or mobile device.

GOSS GuideME can automatically populate the document with everything from e-tickets, itineraries and directions to information about the places you know your customers are interested in. You can also increase sales by including personalised offers and discounts to make their trip even more special.

Key features

Core features of GOSS GuideME:

- ▶ **Personalised travel document:** Customers get the ease and convenience of having all of their travel details emailed to them in a single document; from their e-ticket to itinerary details, places to go and things to see on the way, interesting days out, restaurants and local events at their destination, and special offers and vouchers.
- ▶ **Automatic document creation:** Significantly reduce your content creation, printing and postage costs by having GOSS GuideME automatically populate an electronic document with personalised details, and email it direct to your customer after booking.
- ▶ **Viewable as web page or PDF:** Customers can access their travel details as a PDF that can be easily saved, forwarded and printed, and as a fully-responsive HTML page for easy viewing on a desktop, smartphone or tablet.
- ▶ **Additional sales opportunities:** You can tailor each document with special offers and discounts for places and items that customers have previously browsed on your site, increasing opportunities for upsell, cross-sell and affiliate sales.

Why GOSS Interactive?

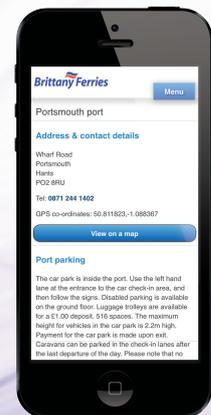
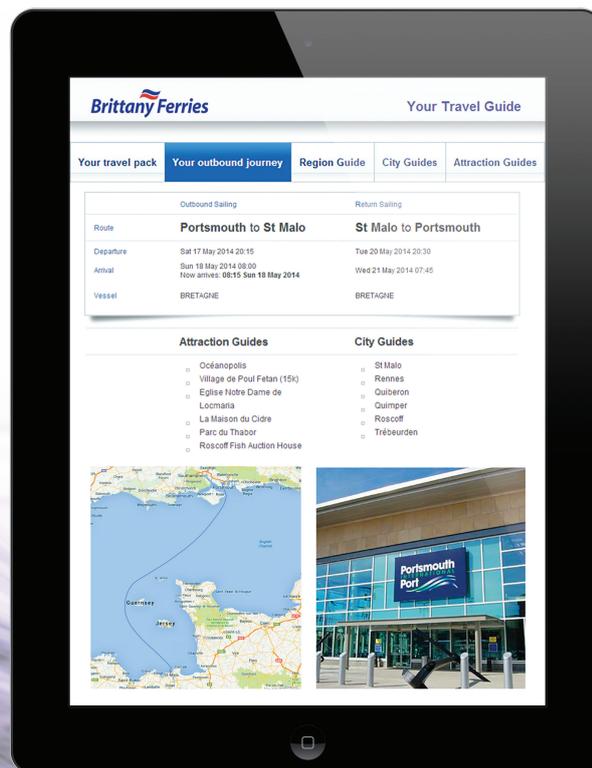
Customer Experience Management technologies from GOSS Interactive power some of the UK's most customer-centric websites, including Brittany Ferries, Virgin Trains, Visit South Tyneside and the Met Office. Built around the award-winning GOSS iCM content management system, our Customer Experience Management tools let you deploy web strategies that meet your customers' needs today and deliver the content and functionality they'll need in the future.

97%

OF ONLINE SHOPPERS SAY THAT BROWSING EXPERIENCE INFLUENCES PRODUCT PURCHASE (MARKETING PILGRIM)

“ Our customers love GOSS GuideMe because it gives them all the travel information they need. It increases customer satisfaction and their likelihood to buy from us again. ”

MATTHEW RANDLE, INTERNET SERVICES MANAGER, BRITTANY FERRIES



Get started today

Contact us today to discover how quickly and easily you can get GOSS GuideME up and running on your website.

W: www.gossinteractive.com E: enquiries@gossinteractive.com T: 0844 880 3637

See it in action

Watch a video demo of GOSS GuideME.



www.gossinteractive.com/guideme